

100

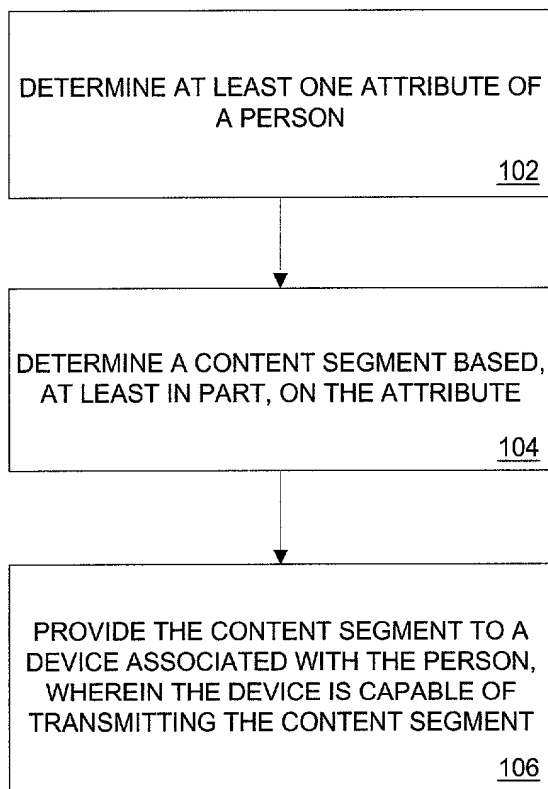




FIG. 1

140



TRANSMIT A WIRELESS SIGNAL WITHIN A LOCALIZED AREA, THE SIGNAL BEING INDICATIVE OF AVAILABILITY OF A PLURALITY OF CONTENT SEGMENTS

142



TRANSMIT AT LEAST ONE OF THE PLURALITY OF CONTENT SEGMENTS VIA A WIRELESS SIGNAL WITHIN THE LOCALIZED AREA

144

FIG. 2

FOR A DETAILED DESCRIPTION OF THE INVENTION, SEE FIG. 1

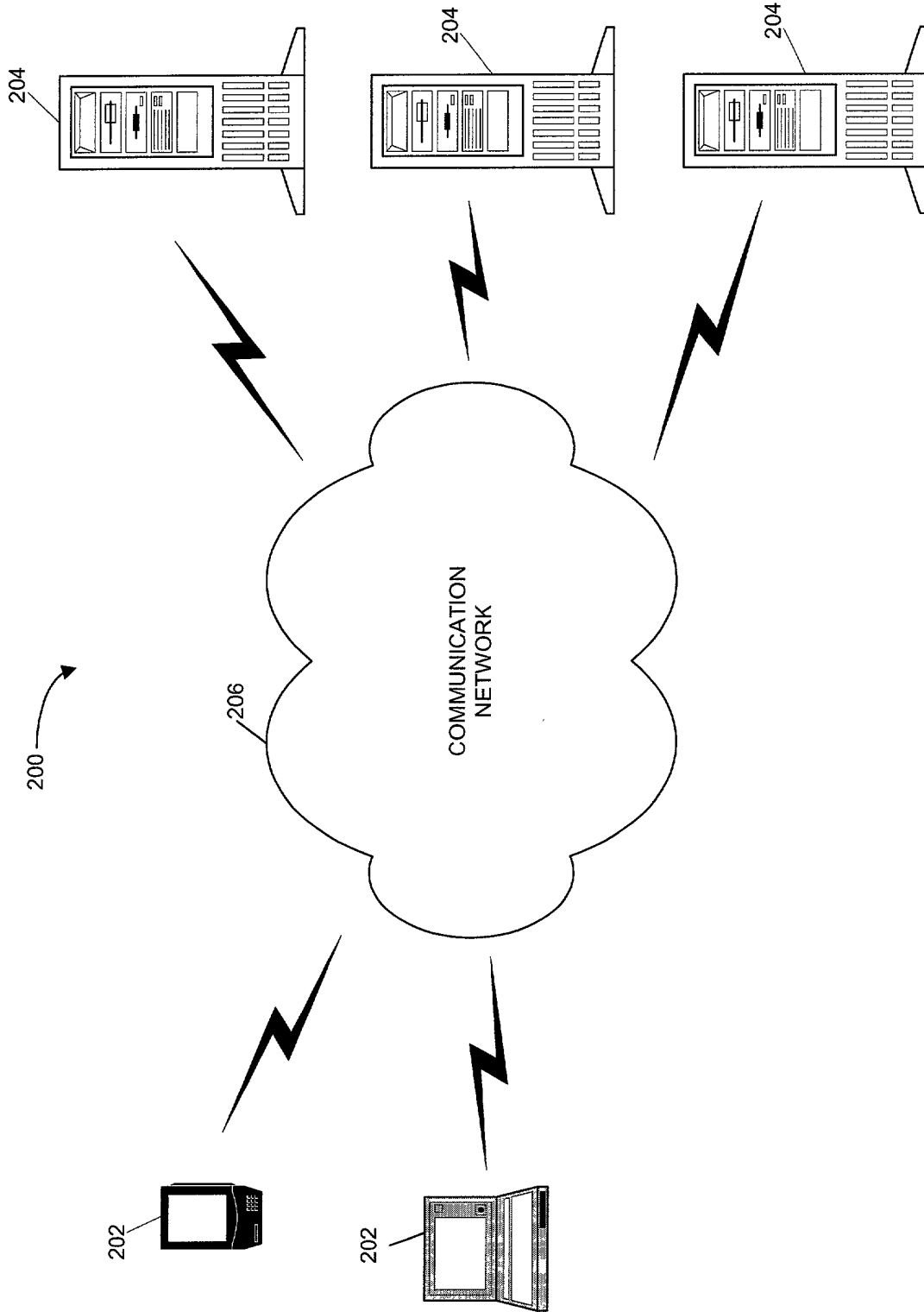


FIG. 3

TORRESO" 6285850

FIG. 4

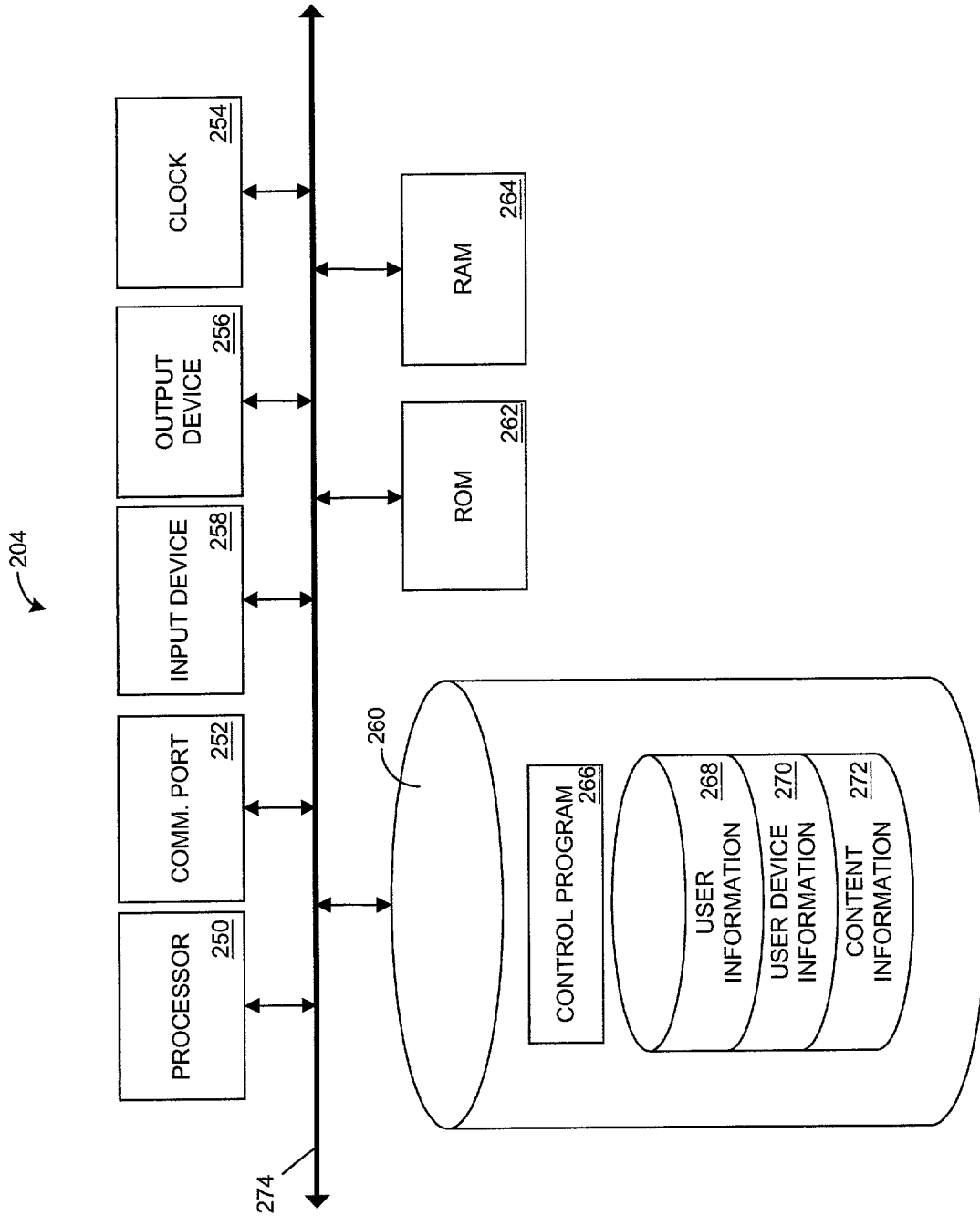


FIG. 4

300

USER IDENTIFER <u>302</u>	USER NAME <u>304</u>	USER ATTRIBUTE <u>306</u>	ASSOCIATED USER DEVICE <u>308</u>
U-123456	BOB JOHNSON	25 YEARS OLD, FIREMAN	UD-4568
U-587766	SUE JONES	CURRENTLY LOCATED IN DENVER, COLORADO	UD-7139
U-867454	JOHN SMITH	MEDICAL DOCTOR, UNMARRIED	UD-9047

FIG. 5

FOR "6488888"


FOR "625860"

400

USER DEVICE IDENTIFER <u>402</u>	USER DEVICE DESCRIPTION <u>404</u>	ASSOCIATED USER IDENTIFIER <u>406</u>
UD-4568	MODEL 42 PERSONAL DIGITAL ASSISTANT	U-123456 U-123457
UD-7139	X09W33 PERSONAL COMPUTER	U-587766
UD-9047	G7 CELLULAR PHONE	U-867454

FIG. 6

500



CONTENT IDENTIFER <u>502</u>	CONTENT DESCRIPTION <u>504</u>
C-332156	FRENCH LANGUAGE INSTRUCTION
C-673451	FACTS ABOUT U.S. PRESIDENTS
C-704911	WORLD GEOGRAPHY QUESTIONS
C-814192	MUSIC HISTORY

FIG. 7

FOR 50" 625850